

## EXHIBITS

Proceeding/Serial No: 91125 615

Filed: 01-11-06

DVD

Title: OPPOSer's Notice of Reliance no. 9  
on DVD Entitled Trojans SC The  
History of USE football

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARDUNIVERSITY OF SOUTHERN  
CALIFORNIA,

Opposer,

v.

UNIVERSITY OF SOUTH CAROLINA,

Applicant.

Opposition No. 91125615

Serial No. 75/358,031

Mark: SC (Stylized)

Filed: September 16, 1997

Published: May 18, 1999

**OPPOSER'S NOTICE OF RELIANCE NO. 9 ON DVD ENTITLED  
*TROJANS SC THE HISTORY OF USE FOOTBALL***

Opposer the University of Southern California ("Opposer" or "California") hereby introduces into evidence by Notice of Reliance the published digital video disk ("DVD") entitled *Trojans SC The History Of USC Football*, ©2005, produced by Innovision File & Video Productions and Collegiate Images, and distributed by Warner Home Video, Inc. The attached evidence demonstrates that for many decades California has been referred to simply as "SC," both verbally and visually. The evidence further demonstrates that the "SC" trademark, in various configurations, has consistently been used in connection with California's sports teams, athletic uniforms, coaches' attire, fan wear, and fan gear for decades. The chart below identifies numerous references to Opposer's "SC" mark (both vocally and visually) that appear on the *Trojans SC The History Of USC Football* DVD.

<u>Time</u>	<u>Reference</u>
Throughout	SC Interlock appears on a banner at the bottom of the screen during numerous interviews throughout the video



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<u>Time</u>	<u>Reference</u>
Throughout	SC on shirts and uniforms
1:00	SC Pennant
1:58	Football Coach John McKay wearing SC Shirt (not interlock)
2:34	Interlock on Podium – Football Coach Peter Carroll speaking
4:20	Football Coach Peter Carroll refers to the school as "SC"
6:32	Ambrose Schindler refers to the University as "SC" in interview
9:14	Early Newspaper headline "SC Heroes Welcomed By Cheers of 300,000"
9:32	Narration – Discusses the "SC defense"
10:05	Reference to "SC Football" during interview
13:12	Narration – "SC won 10 games that year"
14:10 –15:15	1960s Football – Coach John McKay wearing Baseball "SC" Interlock on cap and shirt
17:32	1960s newspaper headline "66,865 See SC Power Knock Over UCLA, 17-7"
17:53	Narration – "SC scored with just 48 seconds left in the game"
18:14	Scoreboard featuring "SC"
37:32	Narration – "Iris sprinted to a 24 to nothing lead on SC's home field"
41:07	Narration – "... but SC still trailed"
47:58	Interview of Charles White wearing SC Baseball Interlock cap
54:27	SC on jacket and easy-up (tent)
100:03	Narration – "SC opened the season back east against the powerful Virginia Tech"
104:24	Announcer in background: "SC will hold on and win the game against the Cal Bears"
111:00	Trojan Pride – SC Fight On flag

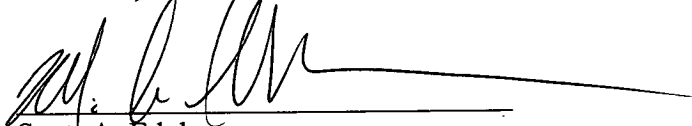
A party to an inter partes proceeding before the Board may introduce official records including printed publications, such as books and periodicals, available to the general public in libraries or of general circulation among members of the public as part of its evidence in the case by means of a notice of reliance. 37 C.F.R. § 2.122(e) and TBMP § 704.07.

Attached as Opposer's Exhibit 224, is a true and correct copy of excerpts from the DVD entitled *Trojans SC The History Of USC Football*, ©2005, produced by Innovision File & Video Productions and Collegiate Images, and distributed by Warner Home Video, Inc. Opposer's Exhibit 224 is a published DVD, widely distributed by Warner Home Video, Inc. For example, the DVD can be purchased by members of the general public through Amazon.com, Barnes&Noble.com, etc. As such, the contents are not reasonably subject to dispute and are capable of immediate and accurate determination. Therefore, the requirements of 37 C.F.R. § 2.122(e) and TBMP § 704.07 are satisfied.

Dated: January 12, 2006

Respectfully submitted,

GIBSON, DUNN & CRUTCHER, LLP

A handwritten signature in black ink, appearing to read 'Scott A. Edelman', is written over a horizontal line.

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Attorneys for Opposer  
University of Southern California

Opposition No. 91125615

**CERTIFICATE OF MAILING 37 CFR. §1.10**

I, Mandy Robertson-Bora, hereby certify that I am depositing the foregoing **OPPOSER'S NOTICE OF RELIANCE NO. 9 ON DVD ENTITLED *TROJANS SC THE HISTORY OF USE FOOTBALL*** with the United States Postal Service as Express Mail, postage pre-paid, on January 11, 2006, in an envelope addressed to

Trademark Trial and Appeal Board  
U.S. Patent and Trademark Office  
P.O. Box 1451  
Alexandria, VA 22313-1451

  
Signature  
EJ143051245US  
Express Mail Label Number


**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing **OPPOSER'S NOTICE OF RELIANCE NO. 9 ON DVD ENTITLED *TROJANS SC THE HISTORY OF USE FOOTBALL*** is being placed in the United States mail, first class, postage pre-paid, on January 11, 2006, addressed to the following:

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29401-2239

Attorneys for Applicant University of South Carolina

A copy is being sent by e-mail to JCM@nmrs.com on the same date.

  
Mandy Robertson-Bora